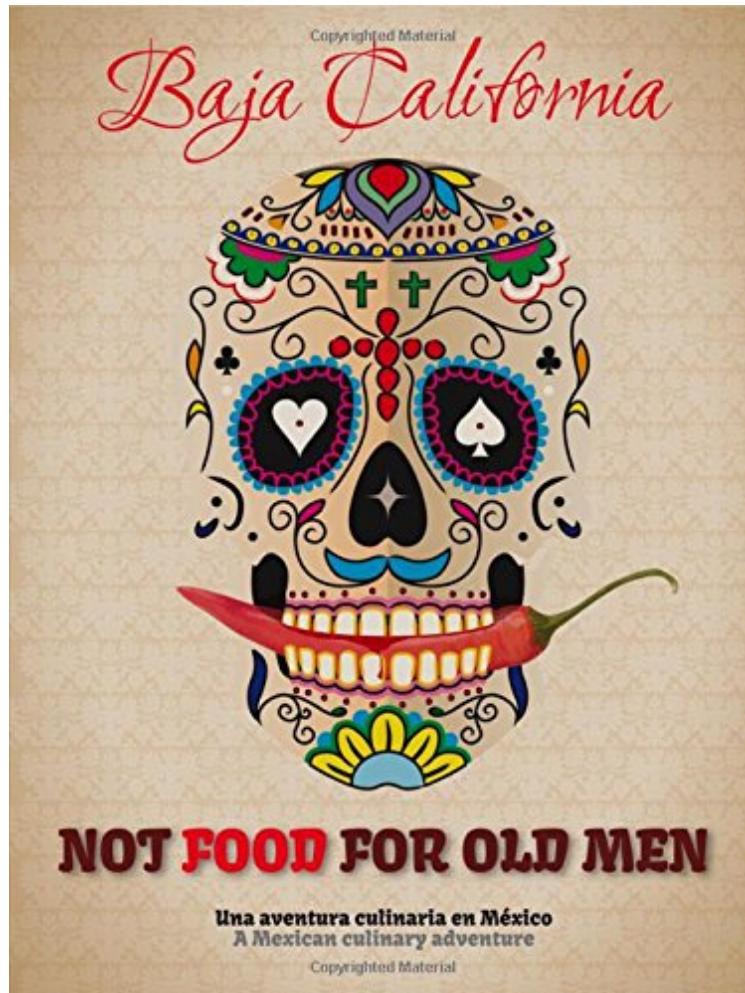


Not Food for Old Men: Baja California: A Mexican Culinary Adventure

Anabelle Rosell Aguilar, Reyna Jaime
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Anabelle Rosell Aguilar, Reyna Jaime : Not Food for Old Men: Baja California: A Mexican Culinary Adventure before purchasing it in order to gauge whether or not it would be worth my time, and all praised Not Food for Old Men: Baja California: A Mexican Culinary Adventure:

46 of 48 people found the following review helpful. No book for Baja chefsBy CharBaja is a fascinating part of Mexico, with stark scenery, amazing and unique food, and incredible stories. I spent an amazing month there doing field research on biogeography years ago, and it imprinted itself on me. I was excited to see this book's wonderful photos and visual style, which captures Baja beautifully, but highly disappointed in its inclusion of irrelevant non-Baja material, and its vague, often catastrophically erroneous, frustrating recipes. Even a preliminary review of the recipes betrays some very significant flaws - one recommends roasting meat for four hours at 660F, a temperature not only

totally inappropriate for anything short of a Neapolitan pizza but also one unreachable by most home ovens. Others specify ingredients that are simply not available in the US, like shredded venison and manta ray. Most instructions are extremely cursory and bear the hallmarks of a poor translation from Spanish - one would have to be an experienced cook to fill in the blanks and recognize the mistakes and flaws. Also, there's numerous recipes included that are either generically pan-Mexican or rooted in regions other than Baja, such as cochinita pibil and mole Poblano. And many features of the local cuisine, like the fascinating Baja-Mediterranean fusion cuisine of Tijuana and Ensenada, are not extensively discussed. It's really a shame - this is a terrible cookbook about a fascinating part of Mexico that's underrepresented in the cooking literature. Wish it were higher quality and better researched and written. It's gorgeously photographed and manages to convey the rugged, sea-and-desert purity of Baja, and the recipes that are authentically Californian are interesting in concept. But that's not enough. It is noteworthy that many of the reviews of this book are both very positive and extremely vague, posted by "Reviewers" with no other reviews written and no profile. I don't want to indulge in conspiracy theories, but I get suspicious when I see reviews that gush but provide no substantive details. 0 of 0 people found the following review helpful. Beautiful By Nate Millheim One of the most beautiful books I have ever read. The recipes are wonderful, but the aesthetics and photography make this the perfect coffee table book as well. 0 of 0 people found the following review helpful. Love it By George Love the book, its style and recipes

Baja California is extreme. It is a strip of desert and cacti more than a thousand miles long, with the Pacific on one side and the Sea of Cortez on the other. Swept by strong winds, battered by giant waves, seared by the blistering summers, and surrounded by a sea rich in fish, it is nothing if not unique. This gastronomic and photographic adventure enables us to explore Baja California and its cuisine, a synthesis of traditional Mexican cooking and powerful influences coming from the American Southwest. For those who love pungent dishes, with chili packing a powerful punch, there is no place in the world better than Mexico. Burritos, huevos rancheros, guacamole, and tacos are dishes that everyone craves; and revisited in a Southern Californian key they become the cornerstones of a frontier region often neglected and, for this very reason, all the more authentic.

About the Author Born in 1968, Giovanni Simeone grew up to study photography in Milan, Italy. In the early nineties he worked in Germany for a photo agency and traveled for almost three years around the world before moving to Paris to start shooting as an exclusively contracted photographer for "Le Figaro" magazine, producing more than fifty stories for that publication. After this incredible experience, Giovanni founded his photo agency, Simephoto (www.simephoto.com), driving a group of 50 of among the best landscape and travel photographers in Europe. Giovanni's portfolio includes clients such as "The National Geographic Traveler," "Le Figaro," "Outside," "Geo Germany," "Stern," "la Repubblica," "The Sunday Times," and "The Guardian." In 2011, Giovanni founded a publishing house (www.simebooks.com) dedicated to creating books with new imagery and new atmospheres. His latest book, "Not Food for Old Men: A Mexican Culinary Adventure," reached the top ten in four different categories on .com. Giovanni currently lives in Italy and Los Angeles; and just south of the latter he discovered a land where photographers have so far missed out on an ample supply of shooting opportunities: Baja California.